

About Whyville

Whyville.net is a leading virtual world website for boys and girls, ages 8 to 15. For eight years, the site has successfully walked the very fine line between education and entertainment. Inside Whyville, "citizens" learn & play, socialize & recreate, govern & earn, write & design, eat & dance, and much more. It's unlike anything on the web.

For sponsors, Whyville represents an exciting and unique opportunity to connect with a concentrated population of tweens. Rather than passive banner ads that today's savvy tweens have learned to ignore, Whyville specializes in custom integrated sponsorships that empower the audience to **actively experience** your organization's message, product, or brand.



Named one of the three best for youths by the Int'l Academy of Digital Arts & Sciences.

Community



Although the town is virtual, the Whyville experience is very real. Citizens attend live Senate Debates in the Greek Theatre. The town's weekly newspaper – the Whyville Times – contains articles written by Whyvillians on town issues as well as “real world” events. Citizens occasionally even get sick (virtually)! These and countless other activities, which are loved by Whyvillians, create a sense of identity, ownership and **real community** that is unprecedented on the Web.

Reaching Tweens through Whyville

Whyville.net:

- Over 1.7 million registered members
- Nearly all are tweens, ages 8-15
- Will be visited more than 40MM times in coming year
- Citizens will spend 5MM hours inside virtual world in coming year
- Whyvillians will generate nearly 1BB page views in coming year



Education



Education Daily calls Whyville "one of educational gaming's biggest successes."

In Whyville, learning is fun, interesting, and engaging. Citizens participate in the educational activities together with friends, and they are challenged to figure out things for themselves.

More formally, the education done in Whyville is *hands-on*, *inquiry-based*, *constructivist*, and usually both *stealth* and *social*.

Citizens fly hot-air balloons to learn vector arithmetic. They go on dig sites with other citizens to excavate fossils and minerals. They investigate infectious diseases using simulations when the Why-Pox plague hits town. They even eat, learning about nutrition and health consequences of poor diet along the way. In all, there are several dozen educational activities inside Whyville.

Safety

On top of language filters, chat-log monitoring and a penalty system to discourage inappropriate behavior, Whyville's citizens are proactive about protecting themselves and setting community standards using a variety of safety tools. Most important is the 911-report tool that notifies Whyville's professional staff of experienced City Managers of inappropriate behavior.

Whyville exceeds standards established by COPPA - Children's Online Privacy & Protection Act.

Whyville's suite of safety features is proprietary & approved by parents, who tell us that Whyville is...

"innovative and interesting, and I'm quite pleased with the security precautions."

– parent of BluDragon

"a great place for kids to learn, play and chat, and most of all safe."

– parent of ibit

"a great way for my daughter to have *safe* Internet fun!"

– parent of redheader

Under the Hood

Running Whyville is a proprietary, patent-pending virtual world **platform** called the Numedeon Interactive Community Engine (N.I.C.E.). This platform integrates a robust suite of virtual world appropriate features and functionality, geared toward an organization's internal and/or external constituency.

Numedeon, the creators of Whyville, works with organizations to design, develop, deploy and manage customized, stand-alone virtual worlds for its clients.